

Rep Order# 6860522 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

7368
Last Received: Printed: 10/03/2012 12:36
10/02/2012 9:21 AM

Station KSNV-TV LAS VEGAS NV

Advertiser	JOE HECK 4 CONGRESS	Agency	7669 STAGERS LOOP
Product	JOE HECK 4 CONGRESS	Address	DELAWARE, OH 43015
Estimate#	2797	Phone#	1/27/97
Buyer	WHITNEY EVERSOLE	Flight Dates	10/03/2012 - 10/16/2012
Phone#		Fax#	

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1915
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

— CONTRACT COMMENT —

TOP HECK 13 5C=*

	LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
1						:30	\$700.00	10/03-10/04	2	1	2	\$1,400.00
2	M,W		6A-7A			:30	\$700.00	10/08-10/10	2	1	2	\$1,400.00
3	M		6A-7A			:30	\$700.00	10/15-10/15	1	1	1	\$700.00
4	W-F		7A-9A			:30	\$900.00	10/10-10/12	1	1	1	\$900.00
5	TU		7A-9A			:30	\$900.00	10/09-10/09	1	1	1	\$900.00
6	F		7A-9A			:30	\$900.00	10/12-10/12	1	1	1	\$900.00
7	M-TU		7A-9A			:30	\$900.00	10/15-10/16	1	1	1	\$900.00
8	W-F		5P-630P			:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00
9	M-W,F		5P-630P			:30	\$1,200.00	10/08-10/12	4	1	4	\$4,800.00
10	M		5P-630P			:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00

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Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm				
Advertiser	() JOE HECK 4 CONGRESS	Sales Office	() PHILADELPHIA					
Product	DELAWARE, OH 43015	Salesperson	() AMY MCCREARY					
Estimate#	2797	Agency C/P/I/P2/E						
Buyer	WHITNEY EVERSOLE	Flight Dates	10/03/2012 - 10/16/2012	Salesperson Phone#	215-568-6540			
Phone#		Hiatus Weeks	//27/97	Salesperson FAX#	215-568-1845			
Fax#		Lt	Ln	Day	Time			
					Program			
		Len	Rate	Dates	Spots/Week # of Weeks			
					Total Spots			
					Total Cost			
					Daypart			
11	TH-F	:30	\$1,300.00	10/04-10/05	2	1	2	\$2,600.00
12	TU,F	:30	\$1,300.00	10/09-10/12	2	1	2	\$2,600.00
13	TH-F	:30	\$900.00	10/04-10/05	2	1	2	\$1,800.00
14	M,W,F	:30	\$900.00	10/08-10/12	3	1	3	\$2,700.00
15	M	:30	\$900.00	10/15-10/15	1	1	1	\$900.00
16	W-TH	:30	\$1,200.00	10/10-10/11	2	1	2	\$2,400.00
17	M,W-TH	:30	\$1,200.00	10/08-10/11	3	1	3	\$3,600.00
18	M	:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00
19	SA	:30	\$350.00	10/06-10/13	1	2	2	\$700.00
20	W-SU	:30	\$100.00	10/03-10/07	2	1	2	\$200.00

—REPORT TOTALS—

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Station KSNV-TV LAS VEGAS, NV.

Advertiser () JOE HECK 4 CONGRESS

Product JOE HECK 4 CONGRESS

Estimate# 2797

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Report Totals: 37 / \$35,400.00

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015

Agency C/P/I/P2/E
//2797

Flight Dates 10/03/2012 - 10/16/2012

Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—SALES MONTHLY TOTALS—

Oct 12: 37 / \$35,400.00

Sales Totals: 37 / \$35,400.00

Station Totals: 37 / \$35,400.00

Lines not sent/rcvd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV
	\$104,118	0%	0%	0%	32%	34%
		KTNV	KTUD	KVCW	KVMY	KVVU
		25%	1%	0%	4%	4%
		XXXX	0%			

—COMPETITIVE COMMENTS—

NEW ORDER

EST SHARES

Books NOV12
Demos RA35+

—CREDIT RISK—
CASH IN ADVANCE